Replacement Sheet

INFORMATION GATHERING

Academic Buildings Residence Buildings Campus Dining Locations Other Service Locations	Building Attendance Other Facility Usage (library, parking, etc.) Traffic Analysis	Campus Demographics Classroom Attendance Data Campus Building and Facility Usage Current Sales and Participation Competition Assessment	University Interviews issue spotting

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SEGMENTATION

Geographic units are defined by student lifestyle criteria:
- Living areas
- Building amenities
- Building usage (academic, recreation, etc.)
- Campus culture
- Traffic pathways and behavior
- Traveling times point-to-point on campus
- Barriers to travel (major roads, bridges, etc.)

Day Parts are defined by mealtime and demand criteria:
- Breakfast
- Lunch
- Afternoon Snack
- Dinner
- Late Night

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Additional Information Gathering
via focus groups, web surveys, intercept surveys, etc.

Lifestyle Questions
- Ideal Location

- Ideal Price
- Ideal Menu
- Ideal Brands
- Ideal Hours
- Ideal Style of Service
Meal Plan Assessment
Catering Assessment

Spending Behavior
- On campus
- Off campus
Identify Other Opportunities
- New locations
- Enhancements to existing locations
- New services

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CORRELATION AND PLANNING

Compare Needs by Day-part vs. Current Services

To Identify Opportunity Gap

Correlation
Align Needs / Opportunity Gap with precise selection criteria for all brands in service provider portfolio. Option for custom solutions.

Align Needs with custom Meal Plan solutions.

Align catering and other needs with custom solutions

Planning

- Financial Modeling
- Design Proposal
- Custom Solutions

→ Proposed Solutions

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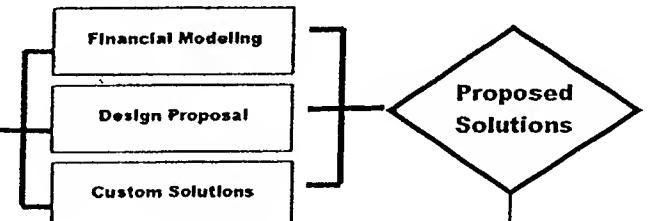
Client Presentation
Findings and proposed solutions are presented for client review and approval.

← ### Plan Implementation